



Flor Saldías is the founder and president of Floria Group, an accounting and finance firm driven to help their partners maximize profits while improving their accounting capabilities with services ranging from bookkeeping to fractional CFO tasks.

Prior to starting Floria Group, Flor worked in private equity as CFO helping positioning companies for growth, raising capital for merges and acquisitions, and creating exit strategies.

Before moving to the private sector, Flor spent 10 years working in manufacturing, service, and construction industries for mid-size international companies in Controller and CFO roles specializing in operationalizing business processes and turning around distressed companies. During this time Flor worked extensively in Asia, Europe, and the US, overseeing a global team of accounting and finance professionals.